

Rep Order# 9799110 Ver# 1 Status New Traffic Order# Printed: 08/21/2012 9:22 AM 1 of 2
 EC'd No Last Received: 08/21/2012 9:08 AM
 Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL ISSUE GROU
 Product CROSSROADS GPS
 Estimate# 1953
 Buyer ELISE CLOYD
 Phone#
 Fax#
 Agency () MENTZER MEDIA SERVICES
 600 FAIRMOUNT AVE, SUITE 306
 TOWSON, MD 21286
 Agency C/P1/P2/E //1953
 Flight Dates 08/23/2012 - 08/29/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILLIPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW CROSSROADS GPS ORDER
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	5P-530P	NEWS	:30	\$325.00	08/23-08/24	2	1	2	\$650.00	
	2	TH-F	6P-630P	NEWS	:30	\$750.00	08/23-08/24	2	1	2	\$1,500.00	
	3	TH-F	630P-7P	NEWS	:30	\$900.00	08/23-08/24	2	1	2	\$1,800.00	
	4	SA	630P-7P	NEWS	:30	\$425.00	08/25-08/25	1	1	1	\$425.00	
	5	SU	630P-7P	NEWS	:30	\$425.00	08/26-08/26	1	1	1	\$425.00	
	6	M-W	5P-530P	NEWS	:30	\$325.00	08/27-08/29	3	1	3	\$975.00	
	7	M-W	6P-630P	NEWS	:30	\$750.00	08/27-08/29	3	1	3	\$2,250.00	
	8	M-W	630P-7P	NEWS	:30	\$900.00	08/27-08/29	3	1	3	\$2,700.00	

---REPORT TOTALS---

Report Totals: 17 / \$10,725.00

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TOWSON, MD 21286
Agency C/P1/P2/E //1953
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Sales Office () WASHINGTON
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---SALES MONTHLY TOTALS---

Aug 12: 8 / \$4,800.00 Sep 12: 9 / \$5,925.00
Sales Totals: 17 / \$10,725.00
Station Totals: 17 / \$10,725.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$464,286	CABL 0%	UNKN 0%	WBSV 0%	WFLA 30%	WFTS 24%
		WTOG 0%	WTSP 26%	WTTA 0%	WTVT 16%	WWSB 2%

Books null
Demos RA35+

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

Contract / Revision 31495 /		Alt. Order # 09799110
Product 1953/CROSSROADS GPS		
Contract Dates 08/23/12 - 08/29/12		Est. # 1953
Advertiser CROSSROADS GRASSROOTS POLICY STRA		Original Date / Revision 08/21/12 / 08/21/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/23/12	08/24/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$325.00			
N 2	7	08/23/12	08/24/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$750.00			
N 3	7	08/23/12	08/24/12	ABC World News Tonig	630-7p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---TF--				2	\$900.00			
N 4	7	08/25/12	08/25/12	ABC 7 Sat News at 63	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$425.00			
N 5	7	08/26/12	08/26/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$425.00			
N 6	7	08/27/12	08/29/12	ABC 7 News at 5p	5-530p		:30			NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$325.00			
N 7	7	08/27/12	08/29/12	ABC 7 News at 6p	6-630p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$750.00			
N 8	7	08/27/12	08/29/12	ABC World News Tonig	630-7p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTW----				3	\$900.00			
Totals											17	\$10,725.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	8	\$4,800.00	\$4,080.00
08/27/12 -08/29/12	9	\$5,925.00	\$5,036.25
Totals	17	\$10,725.00	\$9,116.25

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.